



OZ MEDIA
DIGITAL AGENCY

CHECKLIST & GUIDE

Qualified Lead System Checklist and Guide

Topic-based guide: **From Click to Customer: How to Build a Digital Marketing System That Generates Qualified Leads**

this folder contains image assets but no readable article file, so this guide is topic-based rather than extracted from article text.

Core idea

Clicks become valuable only when the business has a complete system for attracting the right person, earning trust, prompting action, following up quickly and measuring whether the enquiry became a qualified lead or customer.

System map checklist

- ☐ Define the ideal customer and the services you want more of.
- ☐ Identify where that customer first discovers the business.

- ☐ Match each channel to a clear role: awareness, search capture, trust, conversion or follow-up.
- ☐ Send traffic to pages that match the customer's intent.
- ☐ Track the journey from click to enquiry to booked customer.
- ☐ Review lead quality, not just lead volume.

Traffic quality checklist

- ☐ Target searches, audiences and locations that match the business model.
- ☐ Avoid broad campaigns that attract people outside the service area.
- ☐ Use negative keywords or exclusions where relevant.
- ☐ Separate high-intent enquiries from low-intent browsing.
- ☐ Compare traffic sources by qualified enquiries and revenue.

Conversion checklist

- ☐ The landing page explains the service, location and next step clearly.
- ☐ Calls to action are visible on mobile.
- ☐ Forms ask only for information needed to follow up.
- ☐ Trust signals appear before or near the conversion point.

☐ The offer or reason to enquire is specific.

☐ The page reduces friction instead of adding unnecessary choices.

Follow-up checklist

☐ New enquiries are responded to quickly.

☐ Missed calls are tracked and returned.

☐ Leads are tagged by source, service and quality.

☐ Staff know what makes a lead qualified.

☐ Follow-up messages are useful and human, not generic.

☐ Old enquiries are reviewed for reactivation opportunities.

Measurement checklist

☐ Track calls, forms, bookings and quote requests.

☐ Record which leads became customers.

☐ Calculate cost per qualified lead and cost per customer.

☐ Identify which services produce profitable work.

☐ Review bottlenecks: traffic, trust, conversion, response time or close rate.

☐ Use data to decide the next improvement.

Practical next steps

- 1** Draw the current path from first click to booked customer.
- 2** Pick one high-value service and audit its landing page.
- 3** Set up or clean up conversion tracking.
- 4** Create a simple lead quality scoring process.
- 5** Review results monthly and fix the weakest part of the system first.